

## Improving of using of advertising technology in tourism

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### Abstract

© Medwell Journals, 2016. This study addresses topical issues in the use of advertising in the activity of organizations operating within the sphere of social-cultural services and tourism. Researchers devote much attention to working out and conducting advertising campaigns in tourism institutions and the use of internet advertising in tourism.

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### Keywords

Advertising campaign, Advertising in tourism organizations, Banner advertising, Internet advertising, Tourism industry